

Message Text

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PAGE 01 STATE 040440
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

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FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

INFO AMCONSUL PORTO ALEGRE PRIORITY

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS STATE 040440

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: USDOC SPONSORED CATALOG SHOW AT FENAM-78

REF: BRASILIA 0859

1. USDOC CONCURS WITH COUNTRY COMMERCIAL ACTION GROUP (CCAG) RECOMMENDATION TO INCLUDE A COMMERCE SPONSORED CATALOG SHOW AT THE FENAM-1978-NATIONAL WOOD FAIR TO BE HELD IN CURITIBA, OCTOBER 13-22, 1978.

2. WHILE USDOC AGREES TO PARTICIPATE, POST SHOULD BE AWARE OF CURRENT POLICY REGARDING FUNDING OF CATALOG SHOWS. BASICALLY, ALL AUDIO/VISUAL PRESENTATION MUST BE SELF-LIQUIDATING, I.E. TOTAL COSTS MUST COME FROM EXHIBITOR'S CONTRIBUTION. SAD ADVISES THAT WE COULD EXPECT BETWEEN 60-80 PARTICIPANTS WITH TOTAL CONTRIBUTIONS IN THE NEIGHBORHOOD OF FIVE THOUSAND DOLLARS.

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3. IN SHORT, THE PROPOSED 11,782 DOLLARS BUDGET WILL NEED TO BE CUT 40 TO 50 PERCENT TO BE REALISTIC. IT IS WAY BEYOND NORMS FOR CATALOG EXHIBITIONS EVEN IN COMPARISON WITH OTHERS MOUNTED AT MAJOR SHOWS WHERE SPACE RENTAL AND DECORATION CARRY COSTS FROM 2,000 DOLLARS TO 3,000 DOLLARS ABOVE CONVENTIONAL COMMERCIAL LIBRARY OR

EMBASSY FACILITIES.

4. PRINTING/POSTAGE SEEMS HIGH FOR TYPE OF PROMOTION NEEDED. FLYER SHOULD PROMOTE THEME AND DATA ON THE TECHNICAL REPRESENTATIVE. IT WILL NOT INCLUDE A LIST OF THE PARTICIPATING FIRMS. CAN REDUCTION BE MADE IN PER DIEM/OVERTIME? WE RECOGNIZE PROBLEM OF HAVING TO MAN THE STAND OVER TWO WEEKENDS, BUT CUTS WILL HAVE TO BE MADE SOMEWHERE.

5. SINCE THIS CATALOG SHOW WILL BE INCLUDED IN FY 79 CCP, CAN POST INCLUDE BALANCE OF FUNDS NEEDED IN THE FINANCIAL RESOURCES SCHEDULE SECTION OF THE CCP?

6. IN VIEW OF FOREGOING, PLEASE ADVISE FINAL SPACE COMMITMENTS AT ONCE AND USDOC WILL ADVANCE FUND THIS PORTION OF PROJECT BY SEPTEL AT ONCE. VANCE

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